

Business Benchmarking

The Planning Inspectorate benchmarked
with the July 2020 UKCSI Public Services
(National) sector results



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UKCSI and Business Benchmarking: an introduction

Business Benchmarking | An introduction to the UKCSI



- UK's largest cross-sector customer benchmarking study
- Over 10,000 customers; 45,000 responses
- 13 sectors
- 26 metrics of customer experience
- Future customer behaviours, NPS, customer effort, right first time, trust, reputation
- Channel usage and satisfaction
- Drivers of complaints and complaint handling
- Published in January and July

A barometer of the state of customer satisfaction in the UK

UKCSI vs Business Benchmarking | Key facts

	Business Benchmarking	UKCSI
Customer Sample	<ul style="list-style-type: none"> Survey sample selected and provided by your organisation Typically c. 200 responses from your customers You choose a sector benchmark from 13 sectors 	<ul style="list-style-type: none"> Online panel of 10,000 customers Representative of UK population 3,000 responses per sector Customer chooses an organisation to rate (based on interaction in the last three months)
Timing	Survey takes place at a time agreed by the Institute and your organisation	<ul style="list-style-type: none"> Published January and July Fieldwork approx. 3 months before publication
Measures	<ul style="list-style-type: none"> Based on measures in the UKCSI Includes channel usage and satisfaction Additional / bespoke questions may be added if agreed with the Institute before the survey commences 	<ul style="list-style-type: none"> 26 metrics of customer experience, based on the Institute's research into customers' priorities Channel usage and satisfaction available in sector reports Complaints insight available in sector reports
Index Calculation	Your organisation's scores are calculated on the same basis as the UKCSI	<ul style="list-style-type: none"> Responses on a 1 to 10 scale Index score for each measure is mean average of all responses UKCSI for each organisation is the average of all of its customers' satisfaction scores, weighted by importance based on customer priorities' research

Business Benchmarking | Customer priorities



Experience

Measures the quality of customers' experiences and interactions with organisations



Complaints

How organisations respond and deal with problems and complaints



Customer Ethos

Extent to which customers perceive that organisations genuinely care about customers and build the experience around their customers' needs



Emotional Connection

The extent to which an organisation engenders feelings of trust and reassurance



Ethics

Reputation, openness and transparency and the extent to which an organisation is deemed to "do the right thing"

Business Benchmarking | Top customer priorities



Business Benchmarking | Methodology: further notes

Customer Effort

This metric is based on the question:

“How much effort did you have to make to complete your transaction, enquiry or request on this occasion” (1-10 scale).
A lower score signifies less effort required on the part of the customer.

Organisations use Customer Effort scores to:

- Understand and benchmark “ease of doing business”
- Gauge their efficiency and speed in dealing with customers

Customer effort is most appropriate in service situations where customers don't want to be dealing with the organisation and/or seek to minimise the time/effort spent completing their transaction or enquiry.

Net Promoter Score (NPS) ®

This metric is based on “likelihood to recommend” scores.

The NPS formula used in UKCSI is:

% of respondents scoring 9/10 (out of 10) on likelihood to recommend
MINUS % of respondents scoring 0-6 on likelihood to recommend
EQUALS Net Promoter Score for the organisation

Organisations use NPS to:

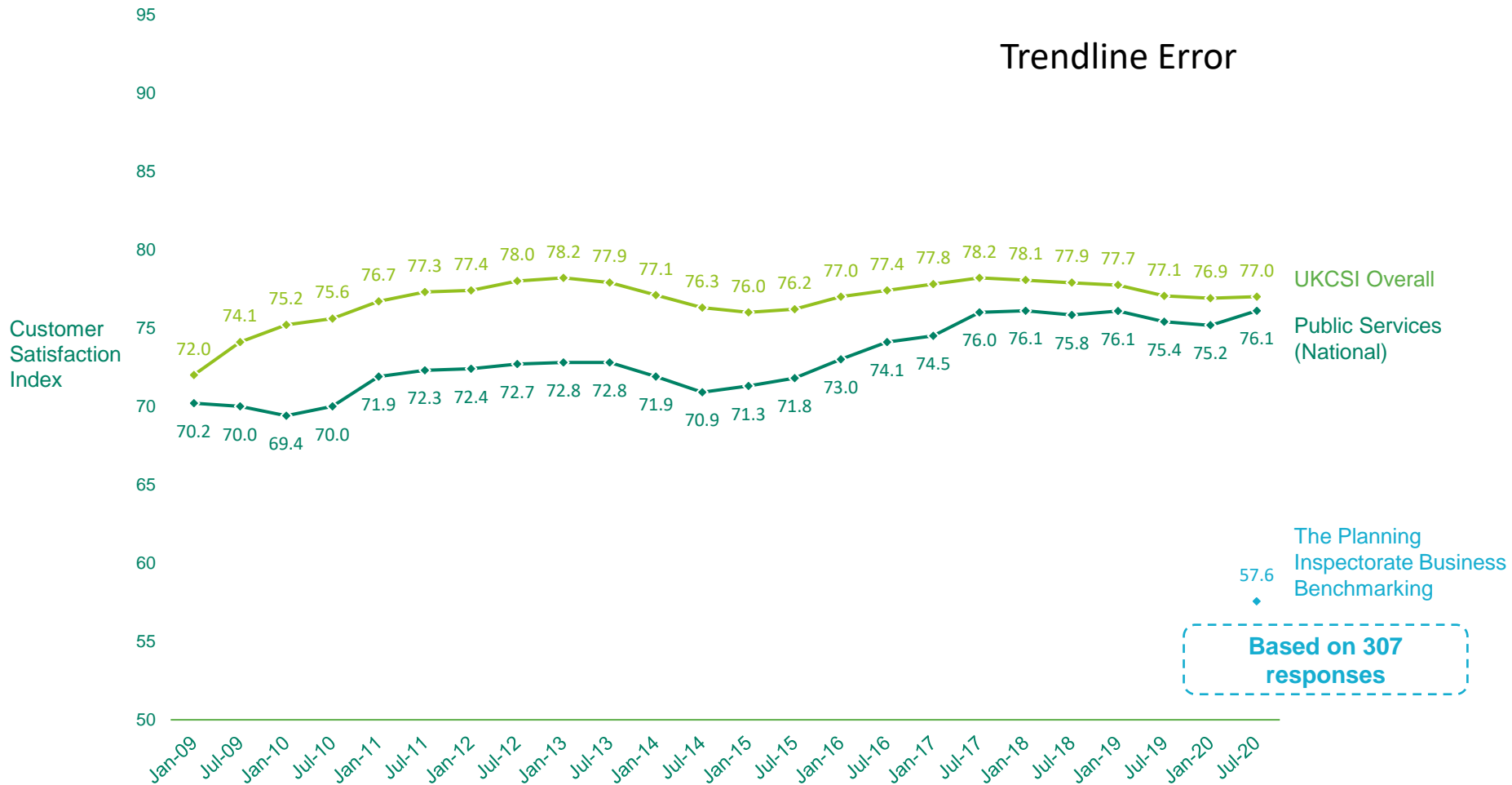
- Track levels of satisfaction and recommendation
- Gauge their ability to create “promoters”, while minimising “detractors”.

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UK Customer Satisfaction Index (UKCSI)

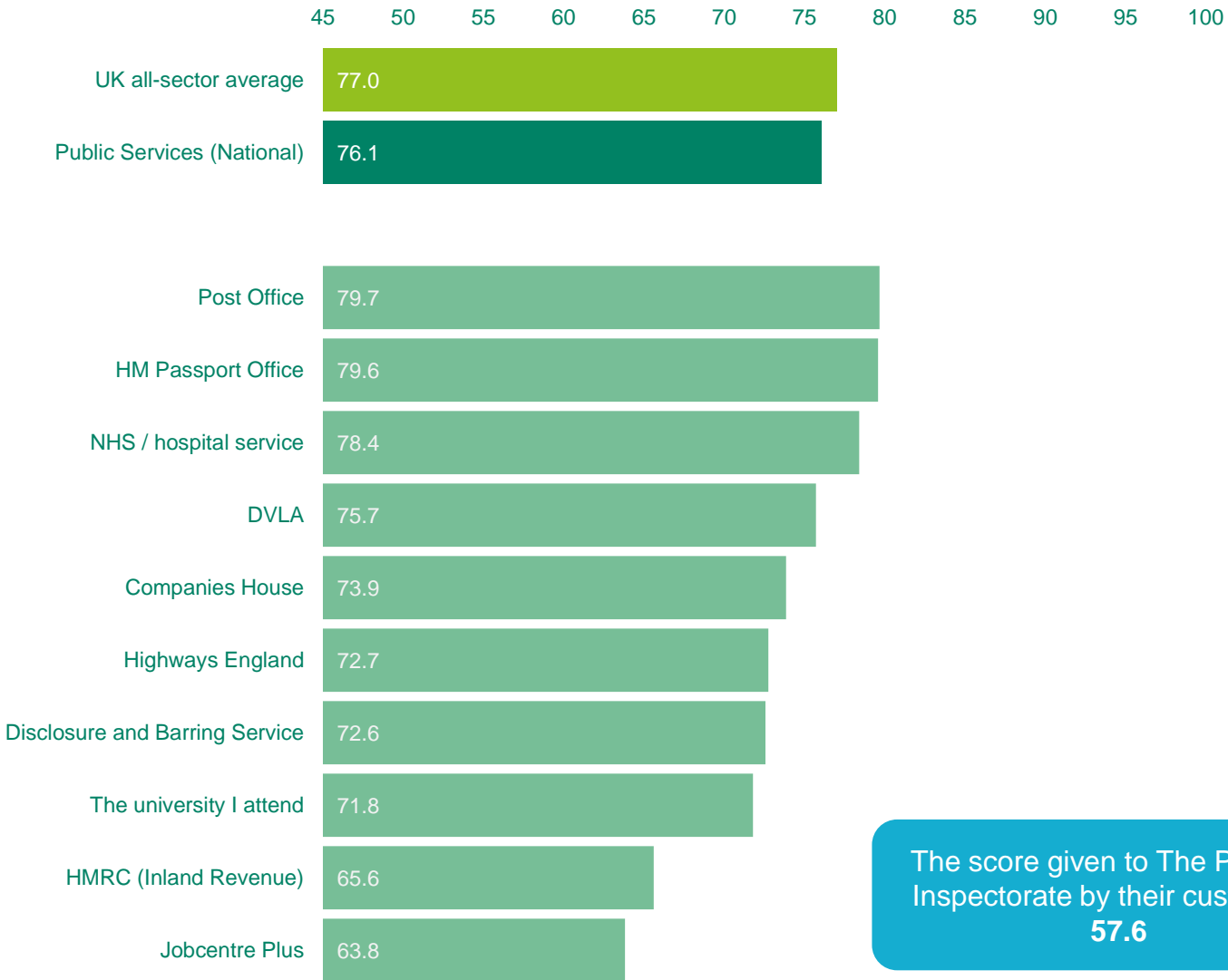
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Satisfaction trends



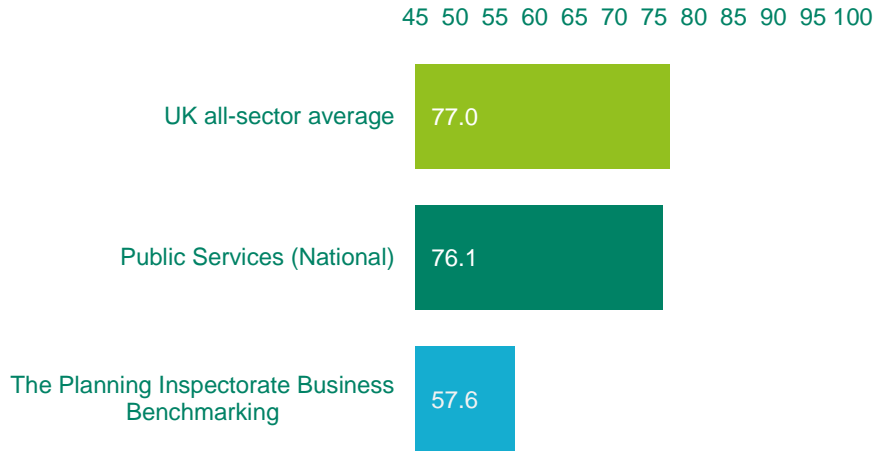
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UK Customer Satisfaction Index (UKCSI)



The score given to The Planning Inspectorate by their customers:
57.6

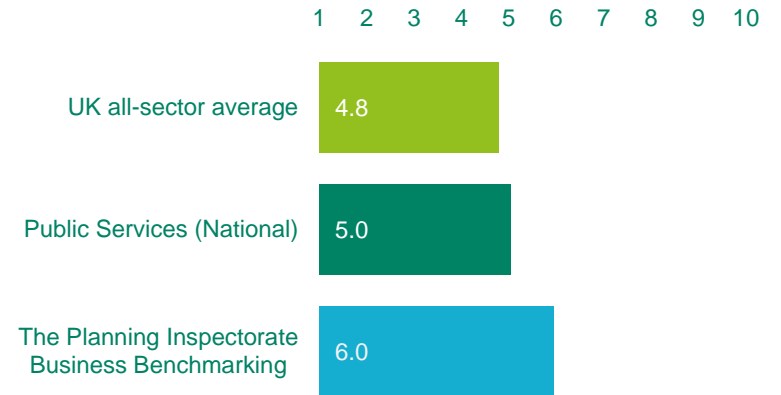
UK Customer Satisfaction Index (UKCSI)



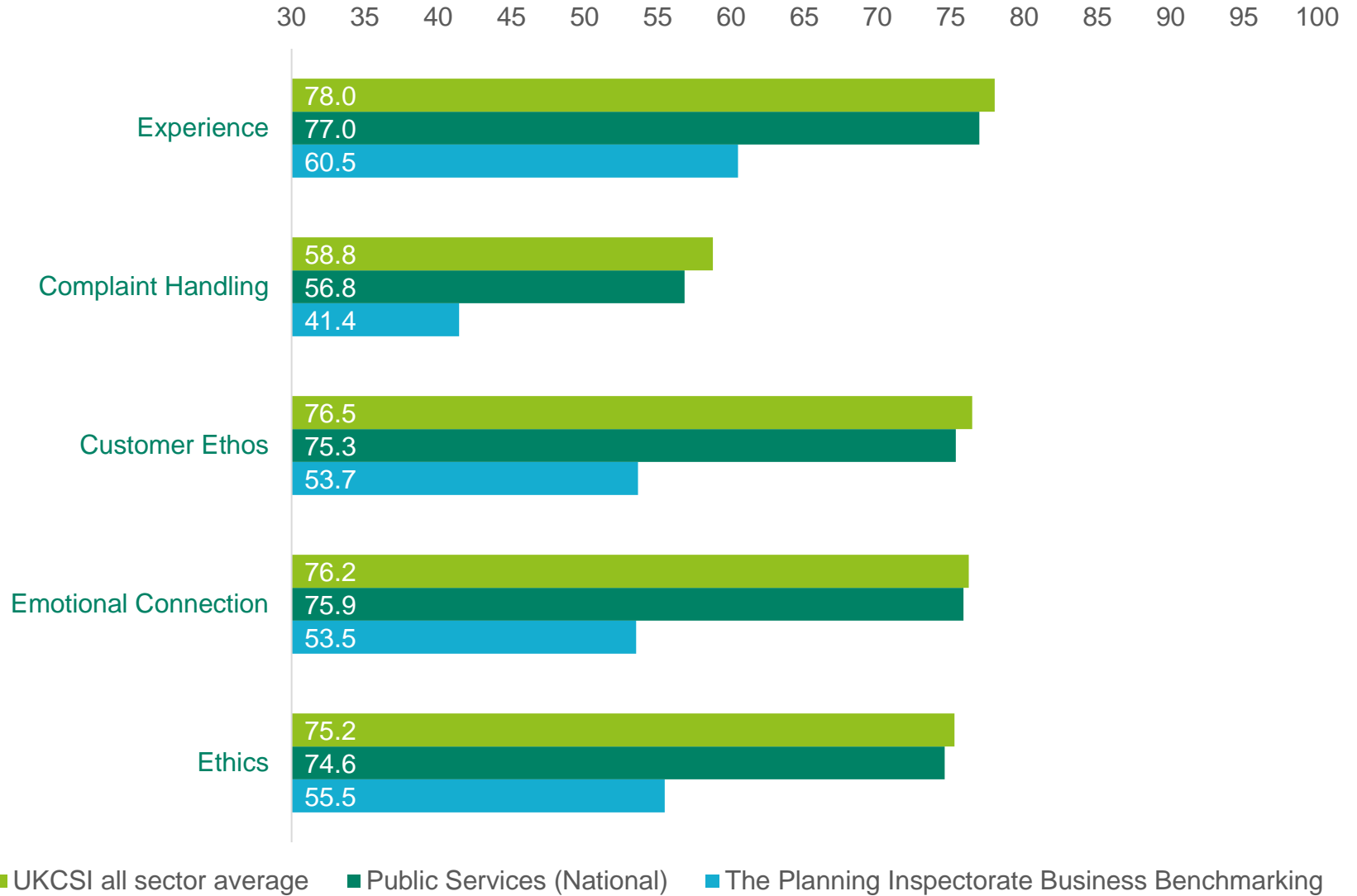
Net Promoter Score



Customer Effort



UK Customer Satisfaction Index (UKCSI) & Customer priorities

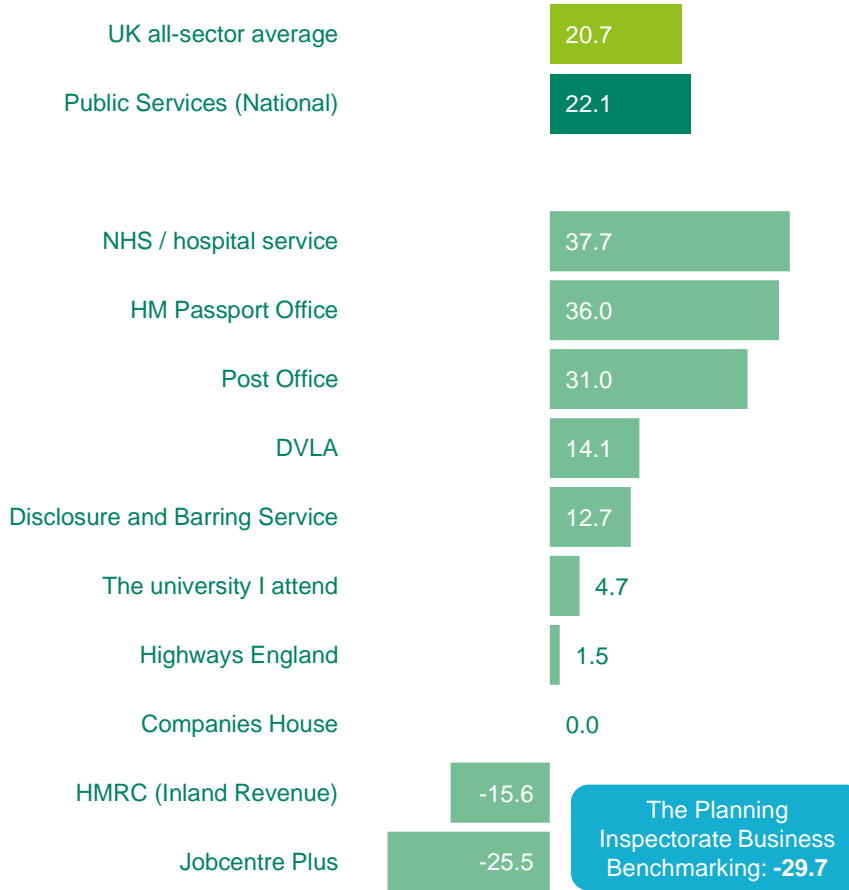


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Net Promoter Score and Customer Effort

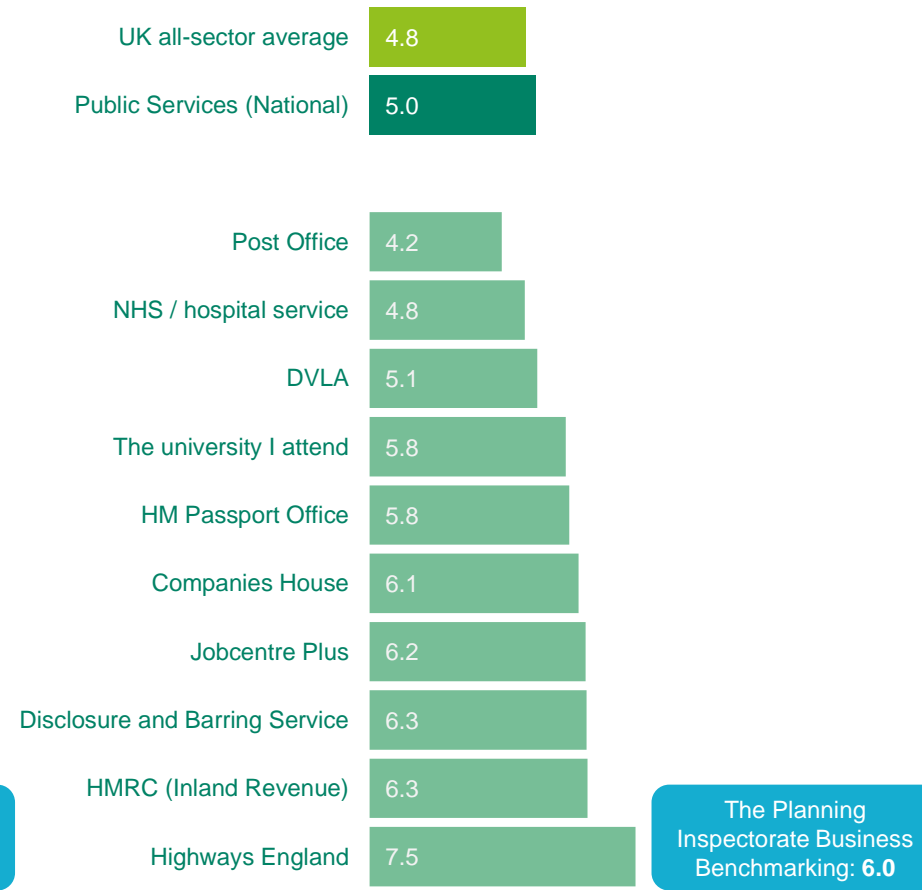
NPS

-30 -20 -10 0 10 20 30 40

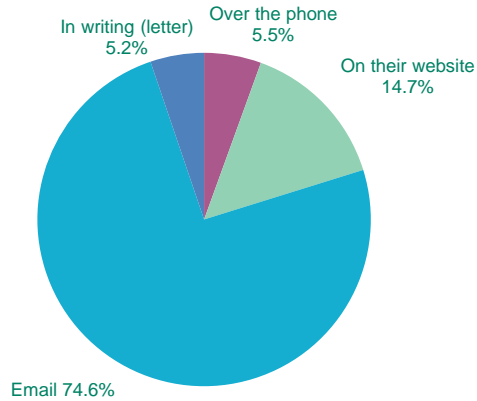


Customer effort

1 2 3 4 5 6 7 8 9 10

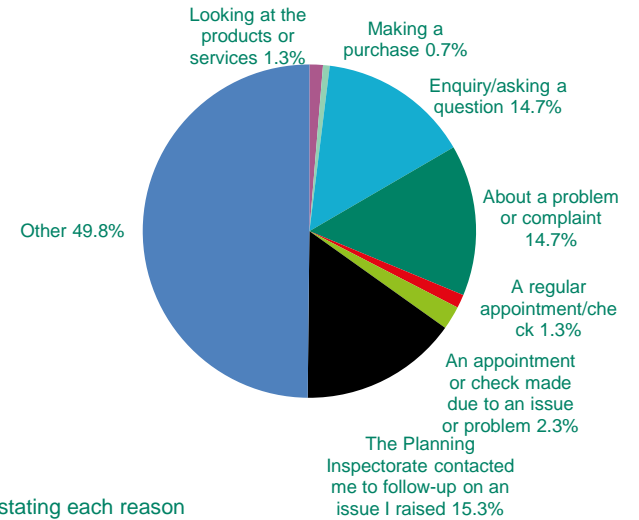


Frequency of channel



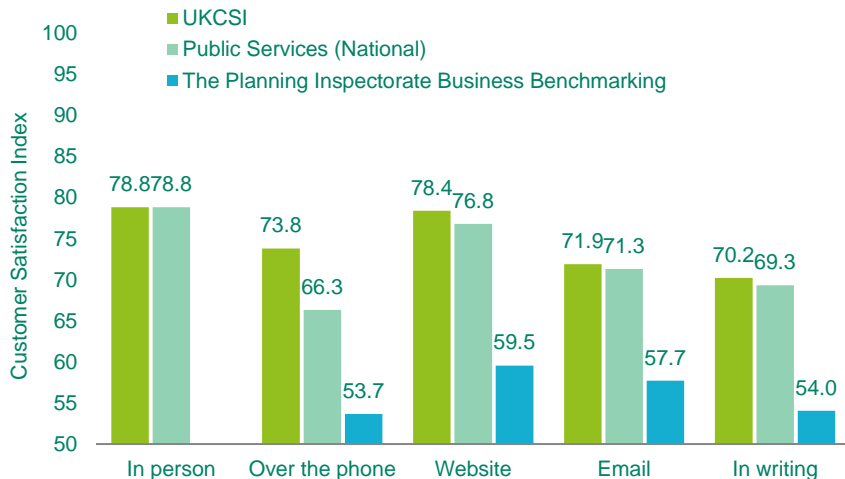
The proportion of customers using each channel for their interaction, for The Planning Inspectorate

Frequency of reason for contact

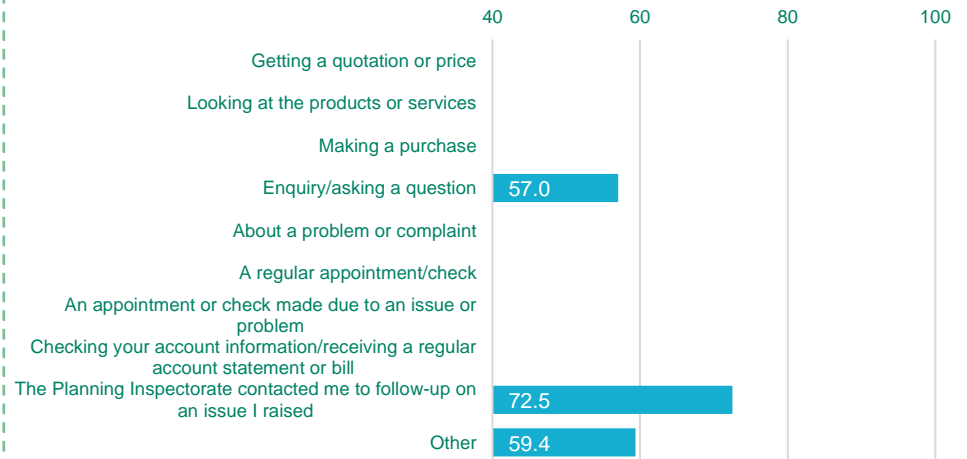


The proportion of customers stating each reason for contact, for The Planning Inspectorate

Satisfaction by channel

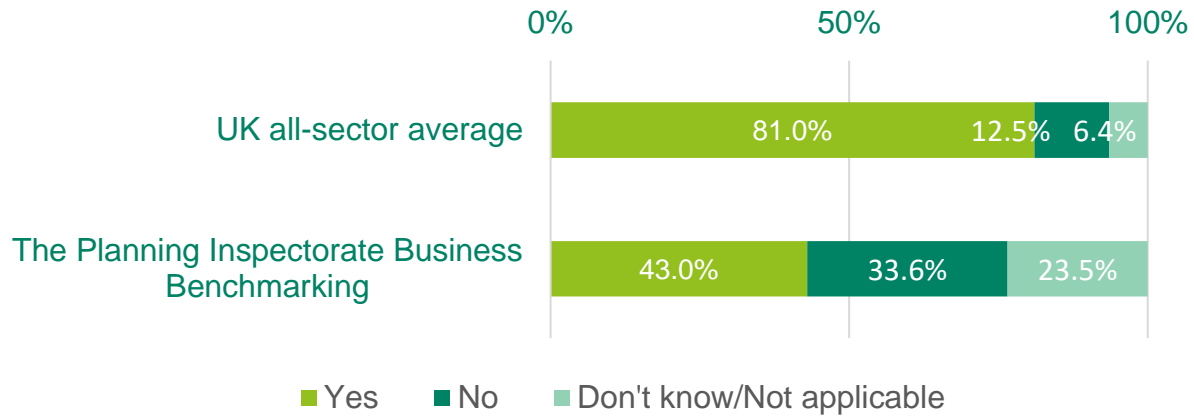


Satisfaction by reason for contact

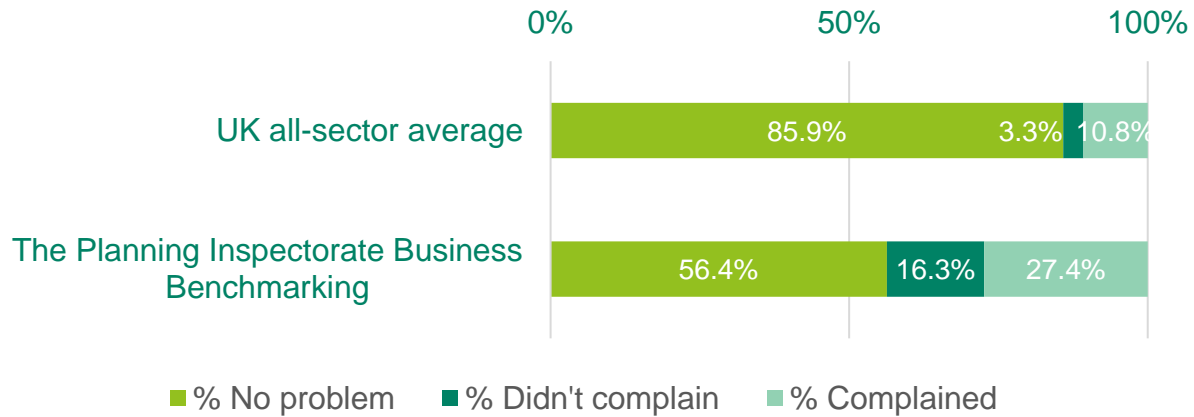


The Planning Inspectorate Business Benchmarking

Right first time



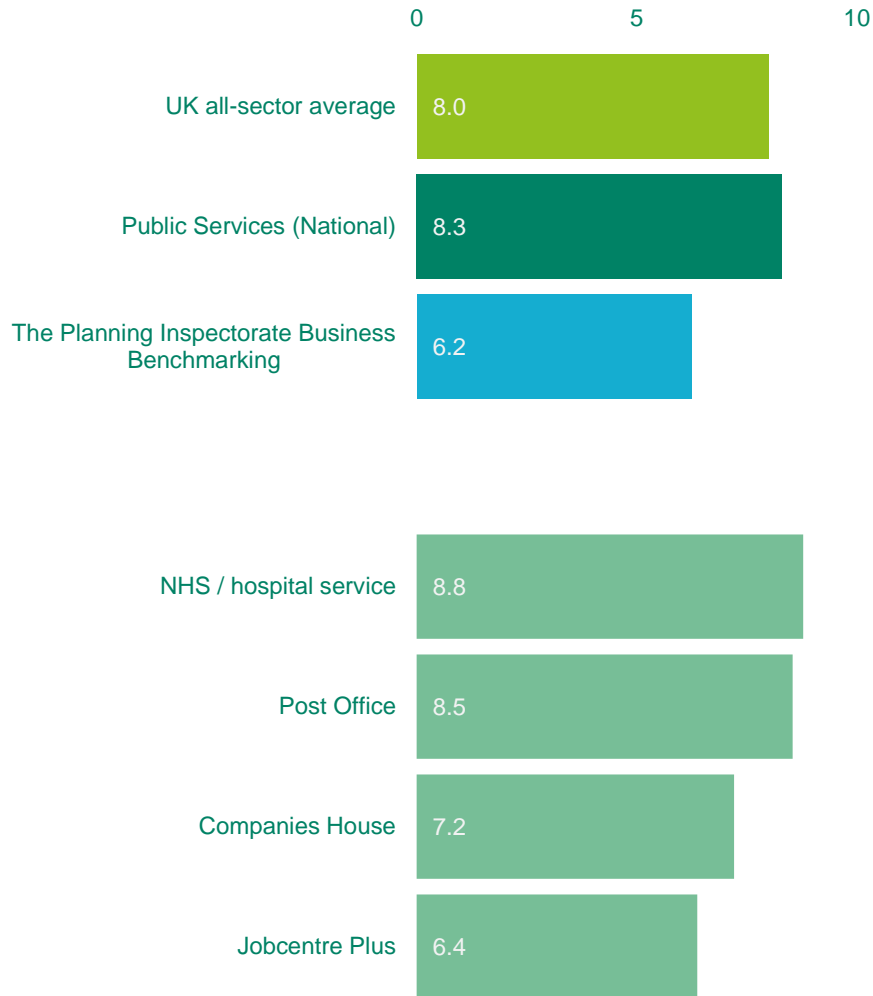
Complaints data



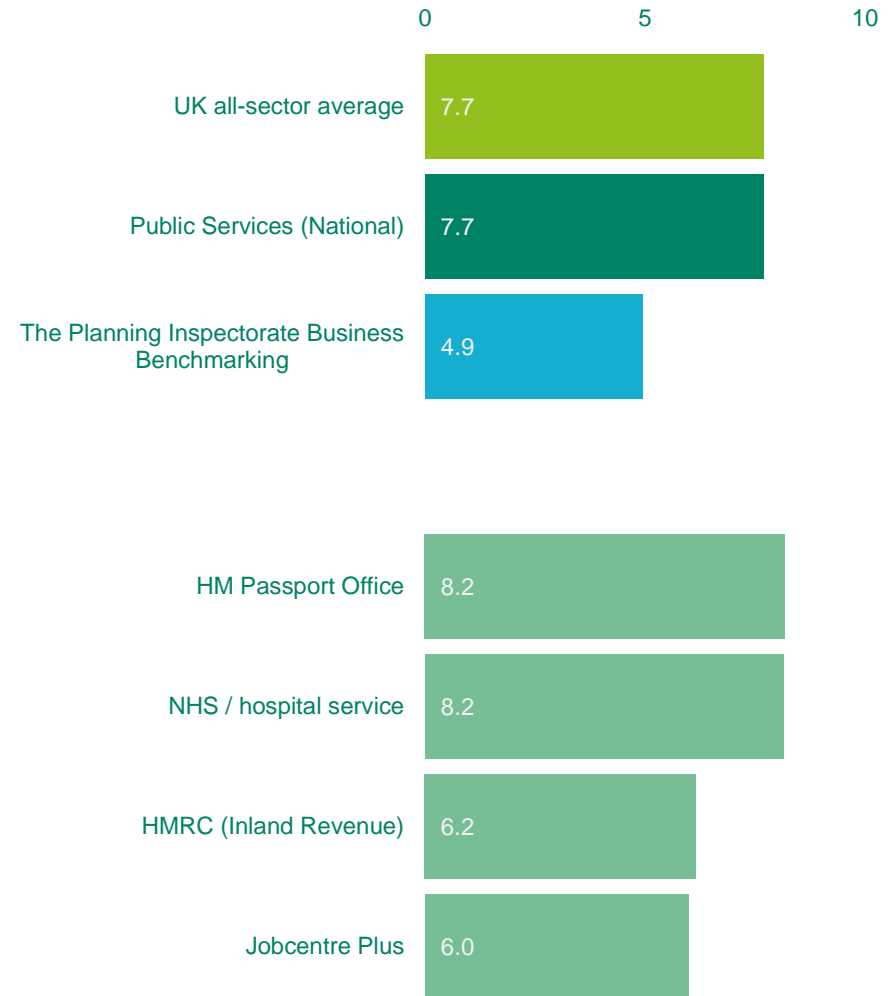
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Satisfaction & Loyalty

Satisfaction and intention to remain a customer



Satisfaction and intention to recommend



**organisation scores compared against top and bottom 2 in their chosen sector*

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Range of scores against customer priorities

◆ The Planning Inspectorate Business Benchmarking
 ■ Above average sector organisations
 ■ Below average sector organisations



Comparisons were only made between companies with base sizes over 10. Factors with less than 4 companies scoring them were removed from the analysis.

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How customers describe their experience with you



The word cloud shows which words were used the most when customers were asked to give up to three words to describe their most recent experience with The Planning Inspectorate. The bigger the word the more times it was mentioned.



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